



\$3.50

\$4.00

and

\$5.00



The Smartest Shoe Styles For Fall and Winter—

LA FRANCE

LA FRANCE Shoes have set the style-pace in feminine footwear circles this season as usual. Beside possessing every refinement in style and finish, LA FRANCE Shoes have that "built-in" feeling of quality, comfort and satisfaction known only to wearers of this popular footwear.

Our Fall display of LA FRANCE beauties is so complete and diversified that the biggest problem confronting Dame Washington is that of deciding which one she likes most. The range of sizes and widths is also complete—affording a perfect LA FRANCE size, as well as style, for every feminine foot in Washington.

As a background for our pretty LA FRANCE exhibit stands the broad Berberich Guarantee—your assurance of perfect footwear satisfaction.

The BERBERICH Guarantee

"Should any pair of LA FRANCE Shoes fail to maintain the BERBERICH Standard, we guarantee the customer's satisfaction."

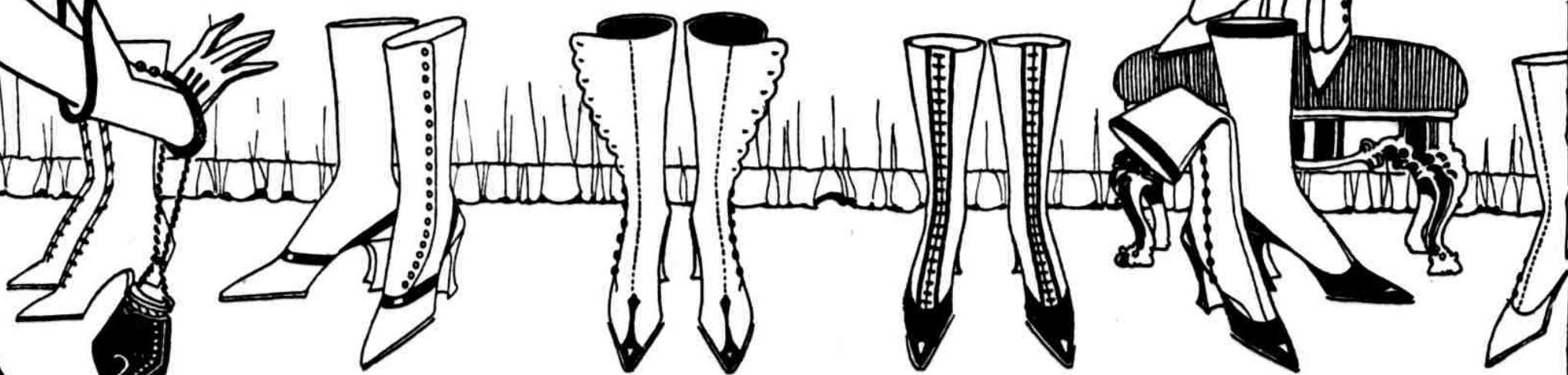
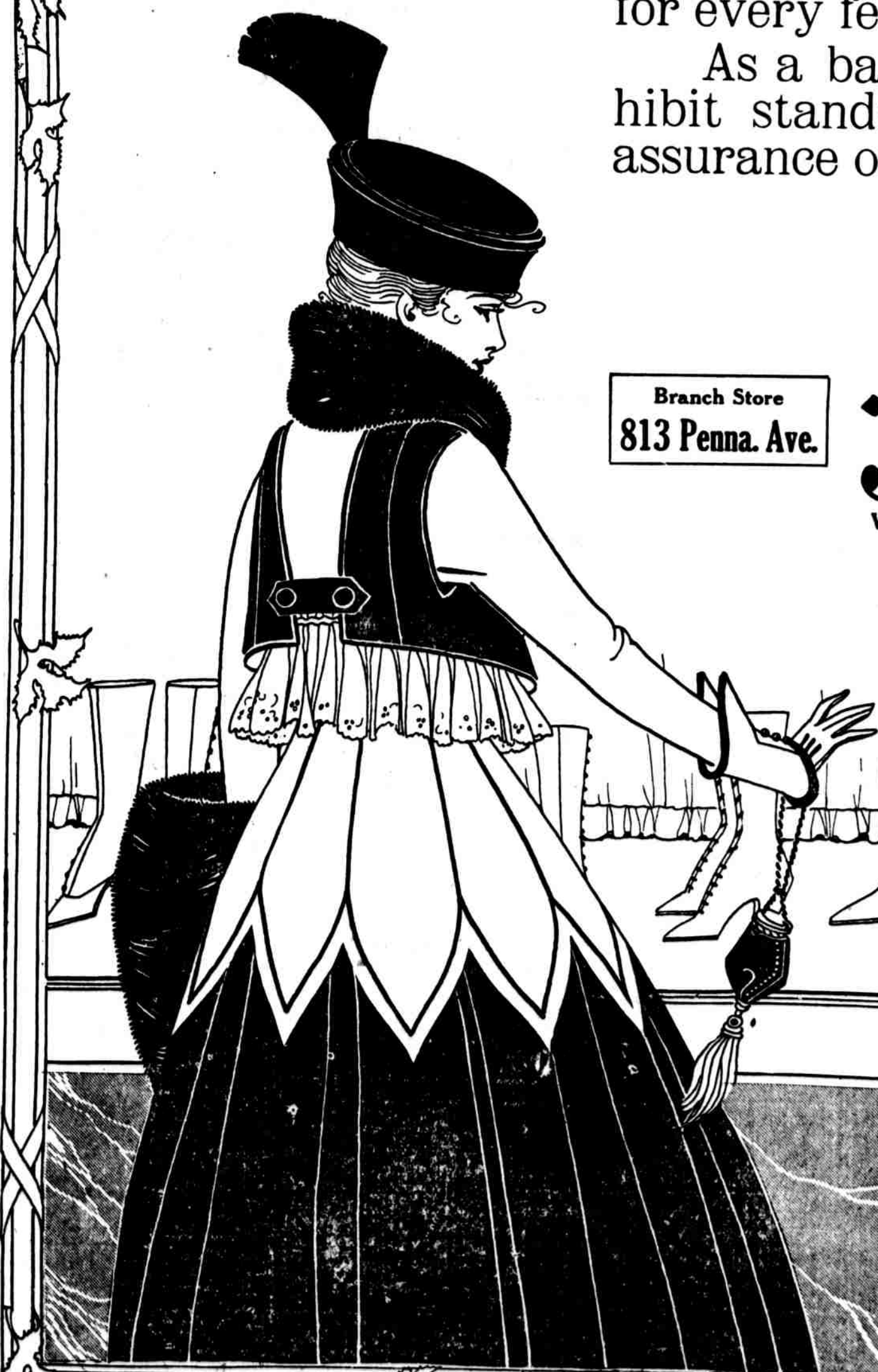
"BERBERICH'S"

Branch Store
813 Penna. Ave.

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

Main Store
1116-22 7th St.



1 WEEKS